

TAX INCREMENT REINVESTMENT ZONE No. 5
BOARD MEETING MINUTES
Main Conference Room (City Hall, 2nd Floor)
May 14th, 2015
7:30 A.M.

Board Members in attendance:

Mike Churchman
Noemi Tovar
Brett Goldberg
Ruben Torres
Elke Cumming
David Stout
Art Fierro
Lane Gaddy
Mike Murguia

Board Members absent:

Ricardo Fernandez
Fred Dalbin (Excused)
Chad North (Excused)

Staff Members present:

Francis Chen
Jessica Herrera
Karla Nieman

MINUTES

1. Call to order and establishment of a quorum Ruben Torres

The Tax Increment Reinvestment Zone No. 5 Board met at the above place and date. Meeting was officially called to order at 7:35 a.m. by Ruben Torres and a quorum was established.

2. Discussion & Action Ruben Torres

A. Approving the Meeting Minutes for January 29th, 2015

A motion to approve the meeting minutes for December 4th, 2014 was made by Ruben Torres, with Elke Cumming seconding the motion. The minutes were approved unanimously by the board.

3. Presentations

A. Downtown Marketing & Branding Efforts

a) Downtown Management District

Joe Gudenrath

Joe Gudenrath, Executive Director of the El Paso Downtown Management District (DMD), presented on the DMD's Downtown marketing and branding efforts through a professional marketing services firm, Mithoff Burton.

Mithoff Burton worked with the DMD to create District-Level Identification & Wayfinding for the five Downtown Districts (Office District, Government District, El Centro, Union Plaza, Las Plazas) reflecting the El Paso

community, highlighting local history and culture to visitors, and supporting input received from stakeholders.

The El Paso DMD has unveiled its brand at the April 16th DMD Downtown Social, and plans to implement the District branding through website updates, video, street light pole banners, the El Paso Chihuahuas, a six month El Paso Times Print/Electronic Ad Campaign, and a billboard campaign in Juarez.

b) Destination El Paso

Kimberly Foster

Kimberly Foster, Advertising and Communications Manager of Destination El Paso, presented on Destination El Paso's marketing efforts to reach out to travelers visiting the El Paso Region.

Destination El Paso is reaching out to Millennials & Generation X Travelers and Business & Personal Travelers. Destination El Paso is marketing "experiences which are off the beaten path" which are sharable/mobile to travelers to El Paso. Destination El Paso is focusing on shopping, heritage tourism, culture and entertainment, and outdoor activities.

In addition, Ms. Foster stated that Destination El Paso is focusing on drive markets such as Albuquerque, Midland/Odessa, and Roswell/Artesia/Hobbs.

Through the "El Paso Up" campaign, Destination El Paso is branding tourism in El Paso through YouTube, Web and Mobile Ads, Pandora, Convenience Store Advertising, Billboards, Print Advertisements at conventions, sports marketing events, and tourism events.

B. Downtown Projects Update

Jessica Herrera

Jessica Herrera, Redevelopment Manager with the City of El Paso, presented on Downtown Sustainable Cities Center Incentive Projects.


She stated as of May 2015, between Jan 2014 to May 2015, there have been six executed Downtown Sustainable Cities Center Incentive Agreements. There have been a total of \$9.975 million in investment in mixed use, residential, bars, and office projects, and there are two submitted Downtown Sustainable Cities Center Incentive Applications that were currently in review.

Examples of projects presented include the Campbell Apartments, 533 West Franklin, 204 Mills (Tejas Building), 513 W. San Antonio, 500 San Francisco, and 909 E. San Antonio.

5. Adjournment

Francis Chen

The meeting was adjourned at 8:35 am.

Approved: _____

Recording Secretary